

DEC 04 2006

Attorney's Docket No.: 06155-081002

**OFFICIAL COMMUNICATION FACSIMILE:****OFFICIAL FAX NO: (571) 273-8300**

Number of pages including this page 4

Applicant : Shlomo Assa et al.  
Serial No. : 10/714,436  
Filed : November 14, 2003

Art Unit : 2861  
Examiner : Hai Chi Pham

Title : PRINTING A CODE ON A PRODUCT

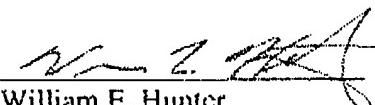
**MAIL STOP ISSUE FEE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

A RESPONSE TO NOTICE OF ALLOWANCE and ISSUE FEE TRANSMITTAL FORM, dated December 4, 2006, are attached.

Respectfully submitted,

Date: December 4, 2006

  
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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Shlomo Assa et al.

Art Unit : 2861

Serial No. : 10/714,436

Examiner : Hai Chi Pham

Filed : November 14, 2003

Confirmation No.: 9373

Notice of Allowance Date: October 4, 2006

Title : PRINTING A CODE ON A PRODUCT

## MAIL STOP ISSUE FEE

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed October 4, 2006, enclosed is a completed Issue Fee Transmittal Form PTOL-85b including payment for the required issue fee and publication fee.

Comments On Examiner's Reasons For Allowance

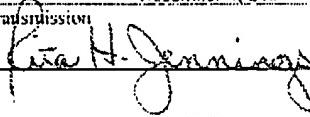
In reply to the Notice of Allowance mailed October 4, 2006, it is agreed that the features recited in the Examiner's Reasons for Allowance are not taught or suggested by the art of record, and that some or all of the allowed independent claims 1, 10, 19, 27, 33, 36, 45 and 50 are distinguished from the art of record for at least the reasons stated in the Reasons for Allowance. Applicant does not concede that the stated reasons are the only grounds for patentability of the allowed claims, that the claim limitations excluded from the Reasons for Allowance are taught or suggested by the art of record, or that all of the limitations are necessary for patentability of the allowed claims or other claims directed to the disclosed subject matter. Additionally, each allowed claim stands on its own.

## CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

December 4, 2006

Date of Transmission



Signature

Rita H. Jennings

Typed or Printed Name of Person Signing Certificate